Understanding your DEi Scorecard

About the DEi Scorecard

The DEi Scorecard report is named for the **Digital Economy index (DEi)** -- a standardized measure of how organizations are using the internet. This allows for easy comparison to what other organizations are doing across your region. The DEi is based on a standard set of Internet-enabled applications (**e-solutions**) and provides a score from 0 to 10. NOTE: The highest score is a 10, and indicates that all e-solutions are currently being used.

The Scorecard report provides you with your DEi score and shows where you stand compared to other similar organizations based on your industry sector and organization size. The Scorecard also provides a summary of the top 3 e-solutions that you are not currently using that are the biggest opportunities to increase the benefits of using the Internet in your organization. The report estimates the financial benefits of each new e-solution for your organization -- the potential for increased revenues and cost savings -- to enable you to evaluate your options for gaining more benefit from using the Internet.

How are the annual impacts estimated?

The DEi Scorecard provides estimates of annual impacts from the use of each e-solution in terms of its contribution to revenues and cost savings. The estimates are based on extensive research from thousands of organizations who have directly reported the financial benefits of using the Internet. From the research data the average percentage impact is derived for each e-solution for every industry sector and organization employment size range.

The percentage impacts are applied to the median[1] annual revenues and the median annual operating costs for your industry sector and employment size to estimate the annual revenue impact and the annual cost savings for each e-solution. If you   reported annual revenues and operating costs in your survey response, then these values are used instead of the median values from the research data.

How accurate are the estimates?

The percentage impacts are averages for your industry sector and employment size and the annual impacts are based on median annual revenues and operating costs. Therefore the results are an accurate representation from the research data collected from participating organizations. Since every organization can differ from the average or median values, the estimates are not intended to be an accurate prediction of the impacts that your organization will achieve. However, the estimates do provide you with an indication of the impacts that your peer organizations in your industry and size range have achieved.

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[1] Median values represent the midpoint, meaning that 50% of organizations are higher and 50% of organizations are lower. Annual revenues and operating costs for any organization may be higher or lower than the median values for the industry and employment size range.

How are the top 3 e-solutions selected?

The top 3 e-solutions are selected as those e-solutions that your organization is not currently using (based on your survey responses) that provide the greatest financial benefit if you were to adopt them. The top 3 e-solutions are listed in order of largest potential impact to your organization and the total annual impact from the top 3 e-solutions is provided and includes both revenue and cost savings benefits. There may be additional e-solutions that you may also adopt and which would increase the potential benefit to your organization.

What if the e-solutions are not applicable to my organization?

The top 3 e-solutions presented are based on what your peers are using and the financial benefits they have achieved. It is possible that some e-solutions are not as applicable to your organization based upon what you do and how you operate. The DEi Scorecard is intended to inform you about the impacts of e-solutions you could be using, but each organization must determine which e-solutions make sense for them.

What is the Statewide DEi Distribution?

Every organization that has participated in the research has a DEi score. The DEi distribution chart shows the percentage of organizations in your industry within your state that fall into each DEi score range. Your DEi score is also shown on the chart and this gives you a visual indication of where your current use of the Internet falls in relation to other organizations in your industry. The average DEi score for your industry sector is also provided for comparison. The percentage of organization in your industry sector with a higher DEi score than you is also provided to show where your organization stands.

Do the impacts include the costs of implementing the e-solutions?

No, the impacts are estimates of the additional revenues or cost savings reported by your peer organization but they do not include the costs of implementing the e-solutions. The options for implementing e-solutions are many and varied as are the costs. The selection of methods for implementing e-solutions must be evaluated on a case-by-case basis in terms of what makes the most sense for your organization. However, understanding the potential benefits as provided in the scorecard can help you to evaluate the options towards ensuring that you select a solution that provides a good return on investment.

Now that I have this information what do I do next?

The first step is to evaluate the potential for adopting additional e-solutions that make sense for your organizations. Which of these top 3 e-solutions fit with your organization goals and operating model? How do the potential financial benefits align with your own experience and goals? Do you have enough information to determine what e-solutions you can or should adopt?

If you need assistance in taking the next steps, contact the Commonwealth Office of Broadband Outreach and Development (OBOD) to connect with business resources that can help or seek advice from other experts in the field who can help.